

# ORDER



**Orders**

**Order / Rev:** 704813

Alt Order #: 06262917

Product Desc: DCCC

Estimate: 1473

Flight Dates: 09/25/12 - 10/01/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: Political

**KXTV**

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

**Agency**

**Name:** Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Democratic Congressional Campaign

Demographic: A35+

Product Codes: IS-Candidate/US House

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	49	\$46,610.00	\$39,618.50
10/01/12	10/01/12	5	\$14,760.00	\$12,546.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	49	\$46,610.00	\$39,618.50	0.00
October 2012	5	\$14,760.00	\$12,546.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$61,370.00</b>	<b>\$52,164.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXTV	22%	\$61,370.00
Market	100%	\$278,954.55

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$69,738.64
KFTL	0%	\$0.00
KMAX	4%	\$11,158.18
KOVR	27%	\$75,317.73
KQCA	1%	\$2,789.55
KSPX	0%	\$0.00
KTXL	21%	\$58,580.45
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/25/12	09/28/12	The View	CM	10-11am	- TWTF - -	:30	2	\$640.00	P-2	0.00	NM	2	\$1,280.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- TWTF - -			2		\$640.00		0.00				

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KXTV	09/25/12	09/28/12	M-F 1130a-12p Sac & Co	CM	1130am-12pm - TWTF--	:30	2	\$265.00	P-3	0.00	NM	2	\$530.00
SAC & CO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				2	\$265.00		0.00			
E 3	KXTV	09/25/12	09/28/12	Jimmy Kimmel Jimmy Kimmel	CM	1207xm-106xm - TWTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
JIMMY KIMMEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$225.00		0.00			
E 4	KXTV	09/25/12	10/01/12	2-230p Jeopardy 2	CM	2-230p MTWTF--	:30	5	\$265.00	P-3	0.00	NM	5	\$1,325.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$265.00		0.00			
E 5	KXTV	09/25/12	10/01/12	230-3p Who Wants to be a Millionaire	CM	230-3p MTWTF--	:30	5	\$265.00	P-3	0.00	NM	5	\$1,325.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$265.00		0.00			
E 6	KXTV	09/25/12	09/28/12	M-F 4-5p Ellen	CM	4p-5p - TWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$900.00		0.00			
E 7	KXTV	09/25/12	09/28/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a - TWTF--	:30	3	\$190.00	P-1	0.00	NM	3	\$570.00
NEWS10 GOOD MORNING 5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$190.00		0.00			
E 8	KXTV	09/25/12	10/01/12	6p News10 News10 @ 6pm	CM	6-630p - TWTF--	:30	3	\$2,200.00	P-1	0.00	NM	3	\$6,600.00
NEWS 10 AT SIX														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$2,200.00		0.00			
E 9	KXTV	09/25/12	09/28/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a - TWTF--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
NEWS10 GOOD MORNING 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$375.00		0.00			
E 10	KXTV	09/25/12	09/28/12	M-F 630-7p Jeopardy	CM	630-7p - TWTF--	:30	3	\$2,850.00	P-1	0.00	NM	3	\$8,550.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$2,850.00		0.00			
E 11	KXTV	09/25/12	09/28/12	M-F 7-730p Wheel	CM	7-730p - TWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$2,500.00		0.00			
E 12	KXTV	09/25/12	09/28/12	M-F 7-9am GMA 7-9am	CM	7-9a - TWTF--	:30	4	\$430.00	P-1	0.00	NM	4	\$1,720.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				4	\$430.00		0.00			
E 13	KXTV	09/25/12	09/28/12	M-F 730-8p Inside Edition	CM	730-8p - TWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--				3	\$1,200.00		0.00			
E 14	KXTV	09/25/12	09/28/12		CM	9a-10a - TWTF--	:30	2	\$150.00	P-4	0.00	NM	2	\$300.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a News10 @ 9am										
NEWS 10 AT 9AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- TWTF--		2		\$150.00		0.00				
E 15	KXTV	10/01/12	10/01/12	Mon Prime Other DWTS	CM	8-10p M-----	:30	1	\$12,600.00	P-1	0.00	NM	1	\$12,600.00
				DANCING W/ THE STARS - EFF 9/17										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----		1		\$12,600.00		0.00				
E 16	KXTV	09/29/12	09/29/12	Sat News 8-9a News10 Sat @ 8a	CM	8-9a -----S-	:30	1	\$340.00	P-4	0.00	NM	1	\$340.00
				NEWS10 GOOD MORNING\$ FTC: 8/18/12										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		1		\$340.00		0.00				
E 17	KXTV	09/25/12	09/30/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p -TWTFSS	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
				NEWS 10 AT 11PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTFSS		5		\$1,200.00		0.00				
E 18	KXTV	09/26/12	09/26/12	Wed Prime A Middle/Suburgatory	CM	8-9p --W----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				THE MIDDLE/SUBURGATORY : FTC 9/26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$3,000.00		0.00				
N 19	KXTV	10/01/12	10/01/12	M-F 7-9am GMA 7-9am	CM	7-9a M-----	:30	1	\$430.00	P-3	0.00	NM	1	\$430.00
				MOVED FROM LINE 12										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	M-----		1		\$430.00		0.00				
N 20	KXTV	10/01/12	10/01/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				NEWS 10 AT 11PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	M-----		1		\$1,200.00		0.00				
												Totals	54	\$61,370.00